

Spark an Interest for Home Visiting Clients

Lake County
Public Health
Home Visiting
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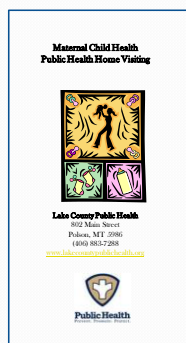
Background

- Numbers down
- referrals down due to change in WIC
- HiNi
- lack of outreach
- new staff
- Health Dept reorganize



Marketing Our Program

- Made a brochure
- Decided on a logo we could use on all materials and brochure



Referral Bag Contents

Brochure
Pregnancy Handbook
Baby Magazine
Other Program Brochures:
Buckle Up MT, Tobacco,
Txt for Baby
Resource Books:
Smart Parenting
Family Conflicts
How to Sooth a Crying Baby
Bookmarks:
Way's to Increase Child's Self-Esteem
Baby Care Information

Massage Star/50 Way to Relax
Mini-First Aid Kit

Cost Per Bag @ \$11.00



Referral Resources

- WIC
- Family Planning
- Chemical Dependency
- Our Home Visiting clients

-In house referrals



Numbers of Referrals by Month

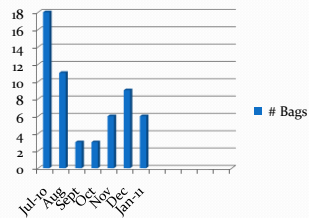
-Our first month of bag referrals was high due to giving all clients on the program a referral bag

-2010 proved to be a high year of prenatal clients referrals

-Sept & Oct were slower months

-Nov- Jan continued to be high

Referral bags Given in 6 months



Outreach to Groups in the Community

- Chemical Dependency
- Working Innovations
- Resource Roundtable/Doves
- Clinic Nurses
- OB @ Local Hospital-
- Community Management Team
- Legislative Breakfast
- Local Stores/Thrift Stores
- Personal Outreach:
 - Beauty Shop, Local Stores
- Wal-Mart
- Law Enforcement
- Laundromat



Community Partners:

- Care Bag Project- church support
- Grant from Soroptomists
- Buckle Up Montana/Car Seats
- MT Crib Program
- Public Health Tobacco Program- calendars/brochures
- Community Members-
 - making blankets, hats,
 - breast feeding privacy covers
- Hospitals- extra supplies
- Collaborate with WIC
- Helping Hands
- DOVES
- Working Innovations
- Safe Harbor/Transitional Living
- Family Concepts
- Local Thrift Stores



Decided to do a monthly "MOM's GROUP"

- Set a monthly time and day
 - ...being consistent
- Short structured activity but allow Mom's to socialize
- Looking for role models among clients
- Asking for ideas among the clients



Mom's Group Activities.....



Planting Day

-getting outside, planting seeds and having a little time to spend with the kids at the playground



Easter Egg Day

-traditional activities which can be fun family time...but can easily be time to spend with other Moms and children.



Foot Soak

-Moms need a little pampering, which is one activity the Mom's look forward to each year.



Client Success Stories....



Playtime for kids:



Teen Mom



Foster Moms



Providing
networking among
Moms:



Conclusion:

Sparking an interest for
Public Health Home Visiting:

- ❖ Upgrade brochure
- ❖ Referral Bags
- ❖ Outreach to Groups in
our community
- ❖ Using a variety of
Community Resources
- ❖ Monthly Mom's Group